

Hello there!

Australian Fitness & Health (AFH) is a consultancy-based company bridging the gap between suppliers and the health and fitness sector.

With increased initiatives and funding to this sector, including preventive health and sports funding, decision-makers at health centres, gyms, and sports facilities must have access to accurate information and resources. Our *Australian Fitness & Health Resource Guide* is specifically designed to ensure this, connecting reputable suppliers with industry decision-makers.

Our primary mission is to inform these decision-makers of the latest products, services, and information to help them effectively utilise funding and improve service delivery. We carefully vet reputable companies to present as preferred suppliers.

Our concept is to help assist and improve the fitness and health sector as a whole whilst always having our clients at the forefront of mind, ensuring you capitalise on exposure to this target market.

Australian Fitness & Health provides a platform for your marketing campaign, allowing you to communicate your message, build targeted brand awareness, generate a return on investment, and enable customers to reach you easily.

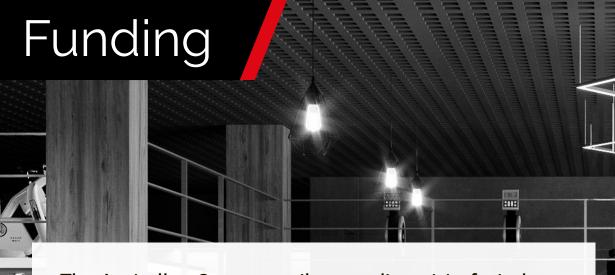
Australian Health & Aged Care provides you with a unique, targeted, and niche audience and platform — essential for the growth of your business.

Publisher: Creative Edge Australia









The Australian Government's commitment to fostering a healthier nation is through its strategic allocation of funds. With a focus on promoting well-being and active lifestyles, the Government has channelled resources into various sectors, including sports and preventive initiatives.



\$478 million for preventive and public health research.

 $Read \ more \ here: https://www.health.gov.au/sites/default/files/documents/2022/04/budget-2022-23-stakeholder-pack_0 pdf\#page=14$

\$303.5 million in new MFF grants and funding opportunities to assist researchers around the country in tackling health problems including dementia, the well-being of Indigenous mother and their babies, and cancer.

https://www.health.gov.au/sites/default/files/documents/2022/04/budget-2022-23-stakeholder-pack_0.pdf#page-14

\$30.1 million to continue delivering the Strategy with a focus on increasing physical activity and improving nutrition (the National Preventative Health Strategy 2021-2030).

https://www.health.gov.au/sites/default/files/documents/2022/04/budget-2022-23-stakeholder-pack_0.pdf

\$2.1 million Funding is being provided to advance the rights of women and girls, and broader human rights objectives, and for a talent and development program that will increase the number of female coaches, officials and administrators from grassroots through to the elite level.

https://www.futurenow.org.au/current-news/federal-hudget-2023-24-overview

\$10.7 million to maximise social, social, economic and sporting outcomes from the green and gold decades of major sporting events and leveraging significant legacy initiatives.

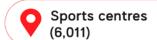
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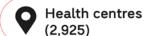
AH AUSTRALIAN FITNESS & HEALTH

Audience

Key purchasers and decision-makers, including, Owners, General Managers,

Fitness Directors, Franchise Managers and Personal Trainers.









Total Facilities 14,789
Total Contacts 44,367

PLATINUM

What's included in your campaign:

POSITIONS

Click for examples

INSIDE FRONT COVER

PAGE ONE

FACING FOREWORD

FACING CONTENTS

FACING ASSOCIATIONS

INSIDE BACK COVER

OUTSIDE BACK COVER

RATES

\$14.950 + GST (12 Month)

FULL PAGE PLATINUM POSITION

Your full-page advertisement will occupy one of our six exclusive prime positions, allowing you to choose the perfect spot for maximum

SOCIAL MEDIA

As part of your campaign, you'll receive five social media sponsored ads through Meta (Facebook/ Messenger/Instagram). Each ad runs for one week, targeting vour market. Statistics will be provided at the campaign's end.

visibility and impact.

You'll receive both a full-page

advertisement and a compelling advertorial, showcased side by side in the digital and hard copy versions of the resource guide. This powerful combination provides you with a unique opportunity to effectively communicate your message directly to your

FULL PAGE

AD + FULL PAGE

ADVERTORIAL

MONTHLY NEWSLETTERS

We will contact you each month (12 or 24 months) with the option to update your online newsletter. This will be inked directly from your feature in the ebook and will also be featured on our website. This gives you the opportunity to update your audience with anything new or relevant. Your updated newsletter will then be promoted alongside other gold / platinum clients on a monthly EDM to the entire database

WEB BANNER

Throughout your campaign, your brand will be prominently displayed with a captivating website banner on the Australian Fitness and Health website.

HYPERLINKS

Your advertisement will feature strategically embedded direct links designed to drive targeted traffic to various landing pages. Whether it's your website, social media channels, LinkedIn, YouTube, email, or enquiry page, these links will effortlessly explore and engage with your brand across multiple platforms.

EXHIBITION/ **PARTNERSHIP**

We partner with AusFitness Expo, Australasia's largest annual fitness exhibition. As part of our collaboration, we will promote your company by distributing hard and digital copies of AFH's resource guide to both attendees and exhibitors through visitor bags, networking lounges and cafe areas. Additionally, your company logo will be prominently featured in our promotional video at the stand.

CERTIFIED PREFERRED SUPPLIER BADGE

exclusive certified preferred supplier badge, which you can proudly display on your website and email signatures. This badge signifies your status as an Australian Fitness & Health certified supplier.

enhancing your credibility and allowing you to leverage our organisation's reputation.

VIDEO INTEGRATION

You have the option to include a video of your choice. This will be integrated into your advertisement, providing you with the opportunity to creatively showcase what you do.

REPORTING

Every three months during your campaign, you will receive a comprehensive proof of performance report. This report will provide key metrics including website views, eBook visitors, readership, EDM opens, EDM clicks, as well as social media impressions and clicks. Stay informed and gain valuable insights into the reach and impact of your campaign.

FRONT COVER EXCLUSIVE

Currently available Enquire to join our shortlist: Front cover is available by invite only & includes four additional pages (placement of your choice).

ENQUIRE HERE

What's included in your campaign:

POSITIONS & RATES:

Click for examples

FULL PAGE (2 Pages)

Double page advert + Double page advertorial

\$8,950 + GST (12 Month)

HYBRID (2 Pages)

3/4 page advert + 1/4 page advertorial

\$8,950 + GST (12 Month)

ADVERTISEMENT + EQUAL ADVERTORIAL

As part of your package, you'll receive your chosen advertisement (full-page or double-page spread) accompanied by equal advertorial. These engaging elements will be showcased side by side in both the digital and hard copy versions of the resource guide. This powerful combination provides you with a unique opportunity to effectively communicate your message directly to your target market.

SOCIAL MEDIA

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REPORTING

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MONTHLY NEWSLETTERS

We will contact you each month for the duration of your campaign (12 or 24 months) with the option to update your online newsletter. This will be linked directly from your feature in the ebook and will also be featured on our website. This gives you the opportunity to update your audience with anything new or relevant. Your updated newsletter will then be promoted alongside other gold / platinum clients on a monthly EDM to the entire database.

HYPERLINKS

Your advertisement will feature strategically embedded direct links designed to drive targeted traffic to various landing pages. Whether it's your website, social media channels, LinkedIn, YouTube, email, or enquiry page, these links will effortlessly guide potential customers to explore and engage with your brand across multiple platforms.

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Upgrade your paid social media ad campaign

Leverage Australian Fitness & Health's trusted name and boost your results with target driven sponsored ads that grab attention, drive sales and generate more leads by reaching a broader audience.

TIER 1

5 MONTH SPONSORED AD CAMPAIGN

\$9,950 + GST (\$1,990 per month)

SCHEDULED

December, February, April, June & August

TIER 2

1 FULL YEAR SPONSORED AD CAMPAIGN

\$19,750 + GST (\$1,795 per month)

SCHEDULED Every month

^{*}Dates are fixed to your specific Preferred Supplier campaign and aren't subject to change.